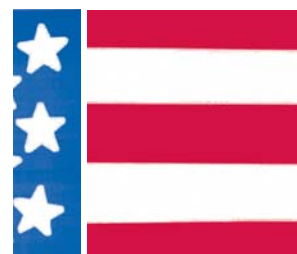


STEPS TO A HEALTHIER<sup>US</sup>:  
COOPERATIVE AGREEMENT PROGRAM

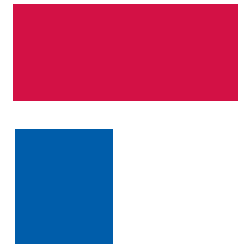


Funding Communities to Prevent  
Obesity, Diabetes, and Asthma  
FY 2004



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES





## Steps to a HealthierUS

Steps to a HealthierUS (Steps) is an initiative from the U.S. Department of Health and Human Services (HHS) that advances President George W. Bush's *HealthierUS* goal of helping Americans live longer, better, and healthier lives.

Recognizing that small changes over time can yield dramatic results, the Steps initiative is designed to identify and promote efforts that encourage people to make small behavior changes to reduce the burden of some of the leading causes of death, including heart disease, diabetes, obesity, asthma, and cancer.

A centerpiece of this initiative is the 5-year Steps Cooperative Agreement Program (Steps Program). Through this program, states, cities, and tribal entities receive funds to implement chronic disease prevention efforts focused on reducing the burden of diabetes, obesity, and asthma and addressing three related risk behaviors—physical inactivity, poor nutrition, and tobacco use.

In FY 2003, the Steps Program allocated \$13.6 million to fund 12 grantees representing 24 communities (7 large cities, 1 tribe, and 4 states that coordinate grants to 16 small cities and rural communities). In FY 2004, \$35.8 million was granted to increase funding to the existing communities and fund an additional 10 grantees representing 16 communities (5 large cities, 2 tribes, and 3 states that coordinate grants to 9 small cities and rural

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To successfully achieve better health, we need to reach Americans in the places where they live, work, and go to school. Through the Steps grants, we are supporting innovative and exciting programs across the country that will reduce the burden of diabetes, obesity, and asthma on individual families, local communities, and the country as a whole.

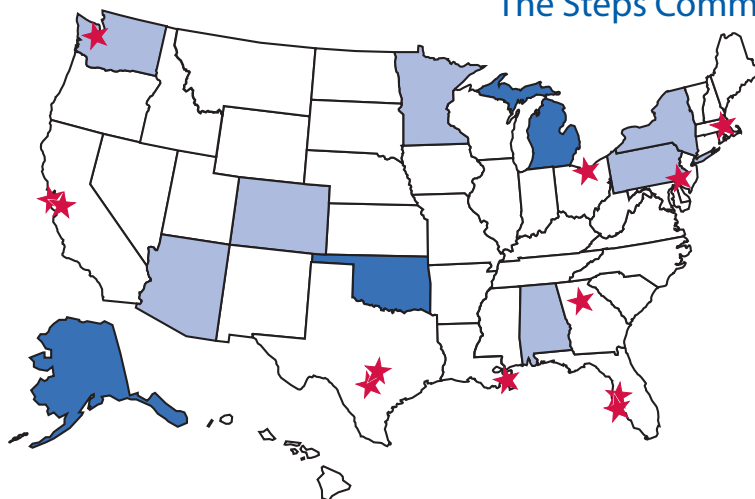
—U.S. Department of Health and Human Services

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communities). These 40 funded Steps communities are implementing community action plans to reduce health disparities and promote quality health care and prevention services.

In addition, the Steps Program funded the national office of the YMCA in 2004 to help increase the capacity of the Steps community grantees through conferences, mini-grants, and formal partnerships with local YMCAs.

## The Steps Communities



### State-Coordinated Small Cities/Rural Communities

AL 2 Areas  
AZ 4 Areas  
CO 4 Counties  
MN 4 Areas

NY 4 Counties  
PA 3 Counties  
WA 4 Areas

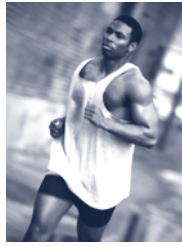
### Tribes/Tribal Entities

Cherokee Nation Health Services Group, OK  
Inter-Tribal Council of Michigan  
Southeast Alaska Regional Consortium

### Large Cities/Urban Communities

Austin—Travis County, TX  
Boston, MA  
Cleveland, OH  
DeKalb County, GA  
Hillsborough County, FL  
New Orleans, LA

Philadelphia, PA  
Salinas—Monterey County, CA  
San Antonio, TX  
Santa Clara County, CA  
Seattle—King County, WA  
St. Petersburg—Pinellas County, FL



## The Burden of Disease

In the United States today, 7 of 10 deaths and most serious illness, disability, and health care costs are attributable to chronic conditions such as obesity, diabetes, and asthma.

- Between 1988–94 and 1999–2002, the prevalence of obesity among adults increased from 22.9% to 30.4%. Since 1980, the prevalence of overweight has doubled among children aged 6–11 years and tripled among adolescents aged 12–19 years. In 2000, the total cost of obesity in the United States was \$117 billion.
- Self-reported diabetes has increased 50% since 1990. In 2002, average medical expenditures for a person with diabetes were \$13,243, or 2.4 times higher than the cost for a person without diabetes.
- In 2002, almost 31 million Americans reported having been diagnosed with asthma sometime in their lives, and 20 million reported currently having asthma. In 2002, the estimated cost of asthma was \$14 billion.

Underlying these serious conditions are risk behaviors such as physical inactivity, poor nutrition, and tobacco use. People who eliminate these behaviors greatly reduce their risk for illness and death due to chronic diseases.

## Steps Community Programs

Each Steps community has created a community action plan, a community consortium, and an evaluation strategy to address obesity, diabetes, and asthma and their risk factors. HHS provides expertise, oversight, and technical assistance for program planning, implementation, and evaluation.

Target populations within the Steps communities include border populations, Hispanics/Latinos, American Indians, African Americans, Asians, immigrants, low-income populations, people with disabilities, youth, senior citizens, people who are uninsured or underinsured, and people with or at high risk for the three targeted conditions.

## Community Action Plans

Steps community action plans build on other HHS programs and coordinate with existing community programs and resources. Interventions use multiple strategies from research and scientific reviews, including the *Guide to Community Preventive Services*, the *Guide to Clinical Preventive Services*, and

the National Registry for Effective Programs. Examples of programs that communities are implementing are on page 4.

Steps communities have begun implementing community, environmental, educational, media, and policy interventions in school, community, health care, and workplace settings. These interventions strive to

- Engage community members in assessing, planning, delivering, and evaluating intervention activities.
- Create supportive environments to sustain individual efforts for change.
- Provide social support for healthy choices.
- Improve access to and use of quality health care services.
- Improve communication through media and information technology.

## Community Consortiums

Each Steps community has established an alliance of partnerships and coalitions committed to participating actively in planning, implementing, and evaluating activities. Partners include departments of education and health, various other government agencies, school districts, health care providers, national and local health organizations, faith-based agencies, the private sector, and academic institutions.

## Evaluation

HHS provides training and technical assistance to help each Steps community develop measurable program objectives, define specific indicators of progress, and use data to improve programs. HHS is also conducting a national evaluation of the overall program. Existing data sources, such as the Behavioral Risk Factor Surveillance System and the Youth Risk Behavior Surveillance System, are being used to identify and measure program outcomes and assess progress toward program goals.

## The Overall Picture

The Steps Program envisions a well-integrated public health system for chronic disease prevention and health promotion nationwide. It aims to enhance efforts at the local, state, and national levels by building on existing infrastructure, identifying and promoting promising practices, and leveraging resources to create a crosscutting approach to public health promotion and disease prevention. In pursuit of these goals, the CDC-based Steps Program works with CDC divisions, HHS agencies, and the public health community to ensure an inclusive program that incorporates the skills and resources of all levels of public health.



## Early Successes: Examples of Year 1 Programs

- **Seattle** has held 70 healthy eating classes in 30 different sites, including community centers, senior housing sites, schools, and Head Start programs.
- **Boston** provided 54 community organizations with "NeighborWalk" mini-grants to form walking groups and create a marketing campaign to promote walking. More than 1,000 adults have participated.
- In partnership with **Philadelphia's** Steps Program, the Mayor's Office of Health and Fitness has expanded its Fun, Fit, and Free Health Trip program. Forty health and fitness classes have been conducted at nine new sites in the Steps intervention area.
- **New Orleans** has sponsored a "Healthy Steps" television program on a community access channel. Each program opens with the mayor of New Orleans encouraging the citizens to eat healthier and increase their physical activity.
- The **Inter-Tribal Council of Michigan** adapted the "Take It Outside" campaign for five Michigan tribes funded for Steps. The campaign addresses the dangers of exposure to secondhand smoke.
- Workplace-based interventions funded by the Steps to a Healthier New York Program have reached 3,900 employees in **Broome** and **Chautauqua** counties.
- The **Clark County** Steps to a Healthier Washington Program partnered with Kaiser Permanente on a local public service announcement campaign focusing on the benefits of physical activity. Kaiser Permanente provided 280 slots valued at more than \$100,000 on five television stations.
- The Steps to a Healthier Pinellas Program in **Pinellas, Florida**, created BMI kits to promote body mass index (BMI) as a new vital sign. Over 80 physicians have agreed to measure BMI as part of their physical examinations.
- The Steps Program in **Austin, Texas**, has partnered with the American Diabetes Association on an outreach program at local churches to increase awareness of diabetes and its risk factors among African Americans and Hispanics/Latinos. In the first year, 16 churches with a total of 5,000 members participated in this program.
- To increase awareness of the importance of physical fitness, the **Teller County, Colorado**, Steps Program started a work site wellness program at the county sheriff's office. All employees were offered testing based on law enforcement fitness standards. Fifty-four employees have participated.
- The **Monterey County, California**, Steps Program surveyed local churches to collect data on their health-related activities. The First Baptist Church of **Salinas** has since adopted some of the services listed on the survey, including healthy snacks for its preschool program, a health column in the church newsletter, and health promotion materials for its parishioners.
- In **Yuma County, Arizona**, a formal coalition was formed to help community decision makers create change for the community. The group has produced several physical activity and nutrition policy changes that encourage healthier lifestyles.

Community fact sheets are available at <http://www.healthierus.gov/steps/grantees.html>

For more information, please contact

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This publication is available at the Web site above.